

### **Amendments to the Claims**

This listing of claims will replace all prior version, and listings, of claims in the application.

Claims 1 – 22 canceled.

23. (New) A method performed by an information system application service for generating presentation data, comprising steps of:  
parsing a template to identify a set of elements that form a unique key, the set of elements comprising a group name, a subgroup name, and a sequence element;  
retrieving a value from a data store using the unique key; and  
generating presentation data from the template by replacing the set of elements with the retrieved value.
24. (New) The method of claim 23 further comprising steps of:  
providing the presentation data to a client within a messaging framework message; and  
generating display elements at the client based at least in part on the provided presentation data.
25. (New) The method of claim 23 wherein parsing step comprises parsing the template with the set of elements where the set of elements is encapsulated in an extended markup language tag such that the template is compatible with an XML markup language standard.
26. (New) The method of claim 23 wherein:  
the information system application service comprises a web server for generating web page content; and  
the generating step comprises generating web page content from the presentation data.

27. (New) The method of claim 24 wherein:  
the information system application service comprises a web server for generating web page content;  
the providing step comprises providing the presentation data to a web client within the messaging framework message; and  
the generating display elements step comprises generating a web page at the web client based at least in part on the provided presentation data.
28. (New) The method of claim 27 wherein the providing step comprises providing the presentation data to a web client within the messaging framework message compatible with a HyperText Transport Protocol (HTTP) standard.
29. (New) The method of claim 23 wherein the group name is a list name, the subgroup name is an item name, and the sequence element is a sequence number.
30. (New) The method of claim 23 wherein the set of elements comprises a tuple.
31. (New) A computer readable medium tangibly embodying instructions which, when executed by the computer, implement the method of claim 23.
32. (New) A method performed by an information system application service for updating a data store, comprising steps of:  
parsing a messaging framework message received from a client to identify a set of elements that form a unique key and associated update value, the set of elements comprising a group name, a subgroup name, and a sequence element; and  
updating a value in the data store with the identified value using the unique key to uniquely select a particular value from the data store for updating.

33. (New) The method of claim 32 wherein the messaging framework message comprises a concatenation of the group name, the subgroup name, and the sequence element that together form at least in part the unique key.
34. (New) The method of claim 32 wherein the messaging framework message comprises a parameter name and a parameter value, the parameter name comprising the unique key and the parameter value comprising the update value.
35. (New) The method of claim 32 wherein the updating step comprises updating the value in the data store with database access techniques where the data store comprises a database having a plurality of rows of data, each row having separate columns for the group name, the subgroup name, the sequence element, and a particular value uniquely associated therewith.
36. (New) The method of claim 32 wherein the updating step comprises updating the value in the data store with text file access techniques where the data store comprises a text file having a plurality of rows of data, each row having separated elements for the group name, the subgroup name, the sequence element, and a particular value uniquely associated therewith.
37. (New) The method of claim 32 wherein the group name is a list name, the subgroup name is an item name, and the sequence element is a sequence number.
38. (New) The method of claim 32 wherein the set of elements comprises a tuple.
39. (New) A computer readable medium tangibly embodying instructions which, when executed by the computer, implement the method of claim 32.

40. (New) An information system having an application service provider (ASP), comprising:  
a data store; and  
an application service configured to: (i) parse a template to identify a set of elements that form a unique key, the set of elements comprising a group name, a subgroup name, and a sequence element, (ii) retrieve a value from the data store using the unique key, and (iii) generate presentation data from the template by replacing the set of elements with the retrieved value.
41. (New) The information system of claim 40 further comprising a client operatively coupled to the ASP through a network, the client being configured to (i) receive the presentation data from the ASP within a messaging framework message, and (ii) generate display elements at the client based at least in part on the received presentation data.
42. (New) The information system of claim 40 wherein the application service is configured to parse the template with the set of elements where the set of elements is encapsulated in an extended markup language tag such that the template is compatible with an XML markup language standard.
43. (New) The information system of claim 40 further comprising a web server for generating web page content and wherein the application service is configured to generate web page content from the presentation data.
44. (New) The information system of claim 41 wherein the client comprises a web client operatively configured to generate a web page at the web client based at least in part on the received presentation data.

45. (New) The information system of claim 41 wherein the client is configured to receive the presentation data from the ASP within a messaging framework message compatible with a HyperText Transport Protocol (HTTP) standard.
46. (New) The information system of claim 40 wherein the group name is a list name, the subgroup name is an item name, and the sequence element is a sequence number.
47. (New) The information system of claim 40 wherein the set of elements comprises a tuple.
48. (New) An information system having an application service provider (ASP), comprising:  
a data store; and  
an application service configured to: (i) parse a messaging framework message received from a client to identify a set of elements that form a unique key and associated update value, the set of elements comprising a group name, a subgroup name, and a sequence element, and (ii) update a value in the data store with the identified value using the unique key to uniquely select a particular value from the data store for updating.
49. (New) The information system of claim 48 wherein the messaging framework message comprises a concatenation of the group name, the subgroup name, and the sequence element that together form at least in part the unique key.
50. (New) The information system claim 48 wherein the messaging framework message comprises a parameter name and a parameter value, the parameter name comprising the unique key and the parameter value comprising the update value.

51. (New) The information system of claim 48 wherein the data store comprises a database having a plurality of rows of data, each row having separate columns for the group name, the subgroup name, the sequence element, and a particular value uniquely associated therewith.
52. (New) The information system of claim 48 wherein the data store comprises a text file having a plurality of rows of data, each row having separated elements for the group name, the subgroup name, the sequence element, and a particular value uniquely associated therewith.
53. (New) The information system of claim 48 wherein the group name is a list name, the subgroup name is an item name, and the sequence element is a sequence number.
54. (New) The information system of claim 48 wherein the set of elements comprises a tuple.